Technology Intensive

# Pick 'N Save Online Grocery Services:
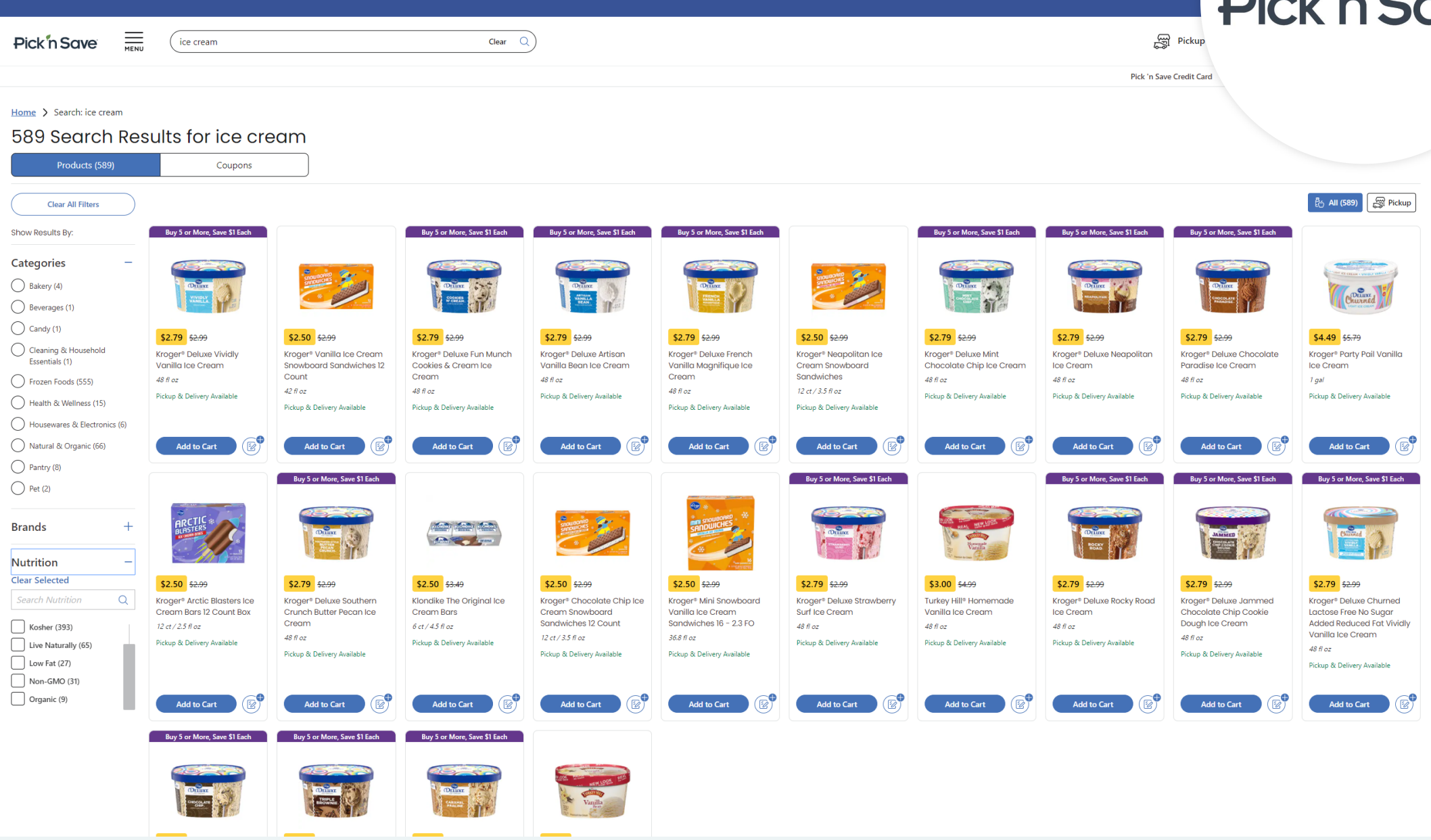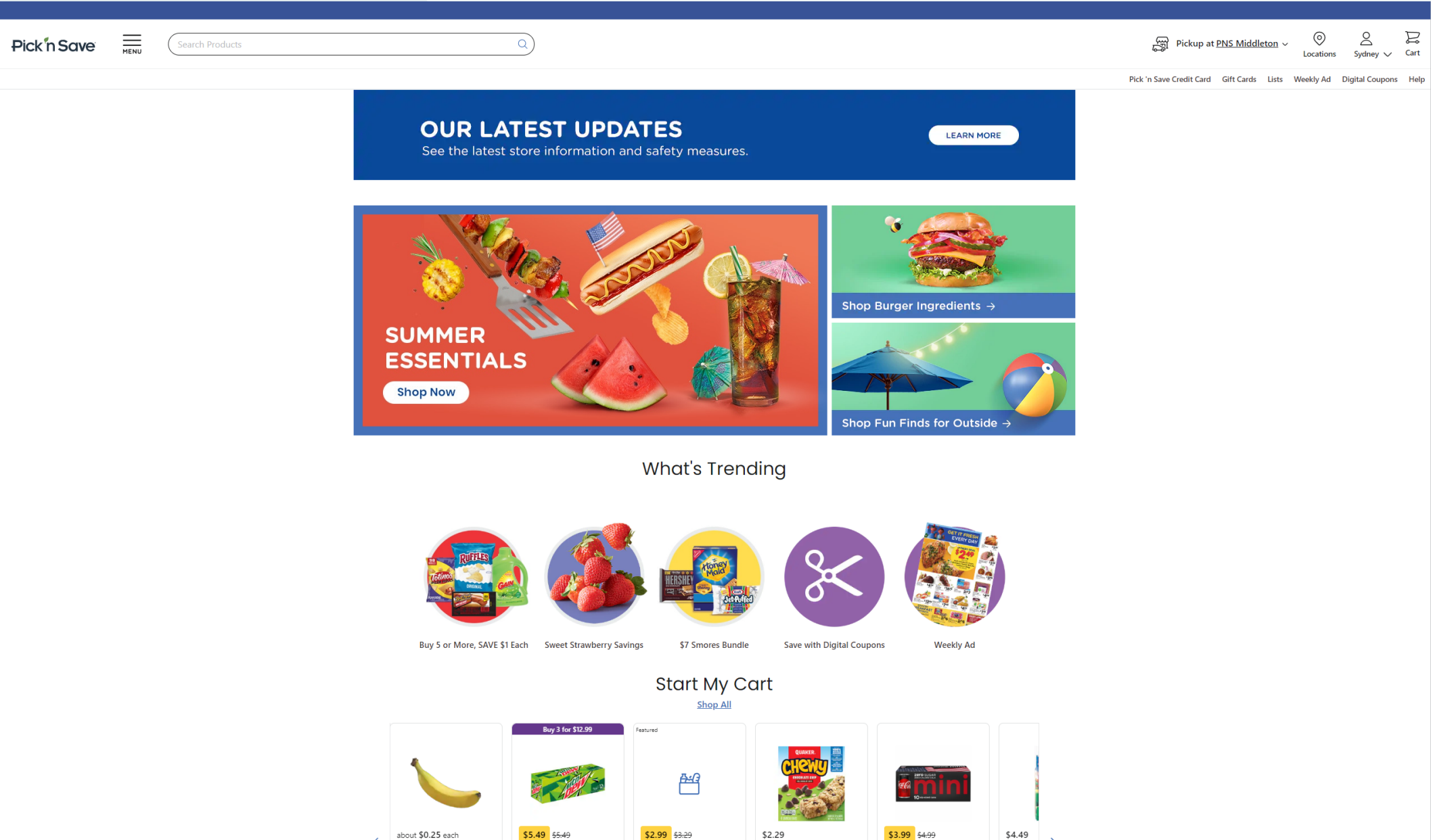# Addressing Dietary Philosophies

Sydney Terris

# Case Study: Pick 'N Save

*A Wisconsin-based supermarket chain owned by Roundy's Supermarkets, Inc. that provides in-person and online grocery shopping services.*

**PROBLEM**

Pick 'N Save's online grocery shopping experience does not address the needs of users practicing **dietary philosophies** including, but not limited to, vegetarianism, veganism, paleo, and gluten-free.

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**USERS**

Individuals practicing any of the following dietary philosophies:

- Vegetarianism
- Veganism
- Pescatarianism
- Gluten-Free
- Low-Carb
- Mediterranean

**COMPETING BUSINESSES IN THIS SPACE**

- Walmart Grocery
- Shipt
- Amazon Fresh & Whole Foods
- FreshDirect
- Peapod

**CORE QUESTIONS**

What percentage of Pick 'N Save's userbase practices a dietary philosophy?

What challenges and frustrations do users encounter?

What cognitive model are users applying to searching for specific food items or groupings?

# Approach Overview

### DESK RESEARCH

- Analysis of the number of users following a dietary philosophy

- Most common dietary philosophies followed in the United States

- What usability gaps remain unsolved?

### USER JOURNEY MAPPING

- What information architecture paradigms and mental models are users applying to the online grocery shopping experience?

- Points of friction or confusion that inhibit the experience.

### COMPETITIVE ANALYSIS

- Current industry state, particularly as it applies to catering to dietary needs.

- Comparison between Pick 'N Save's experience and the user experience provided by competing grocery services.

- What usability gaps remain unsolved? What usability gaps have competitors solved that Pick 'N Save has not yet addressed?

### USER INTERVIEWS

- What problems do online grocery shoppers encounter in general? What problems are encountered specifically through the Pick 'N Save platform?

- Common frustrations for online grocery shoppers seeking foods that fit a specific dietary philosophy.

- Motivating factors contributing to customer loyalty.

# Project Plan Timeline & Deliverables

**WEEK 1**

**REQUIREMENTS GATHERING & PLANNING**

- Defining the Problem & Affected Users
- Project Plan & Preliminary Ideation

**WEEK 2**

**EMPATHY BUILDING & USER RESEARCH**

- Research & User Interviews

**WEEK 3**
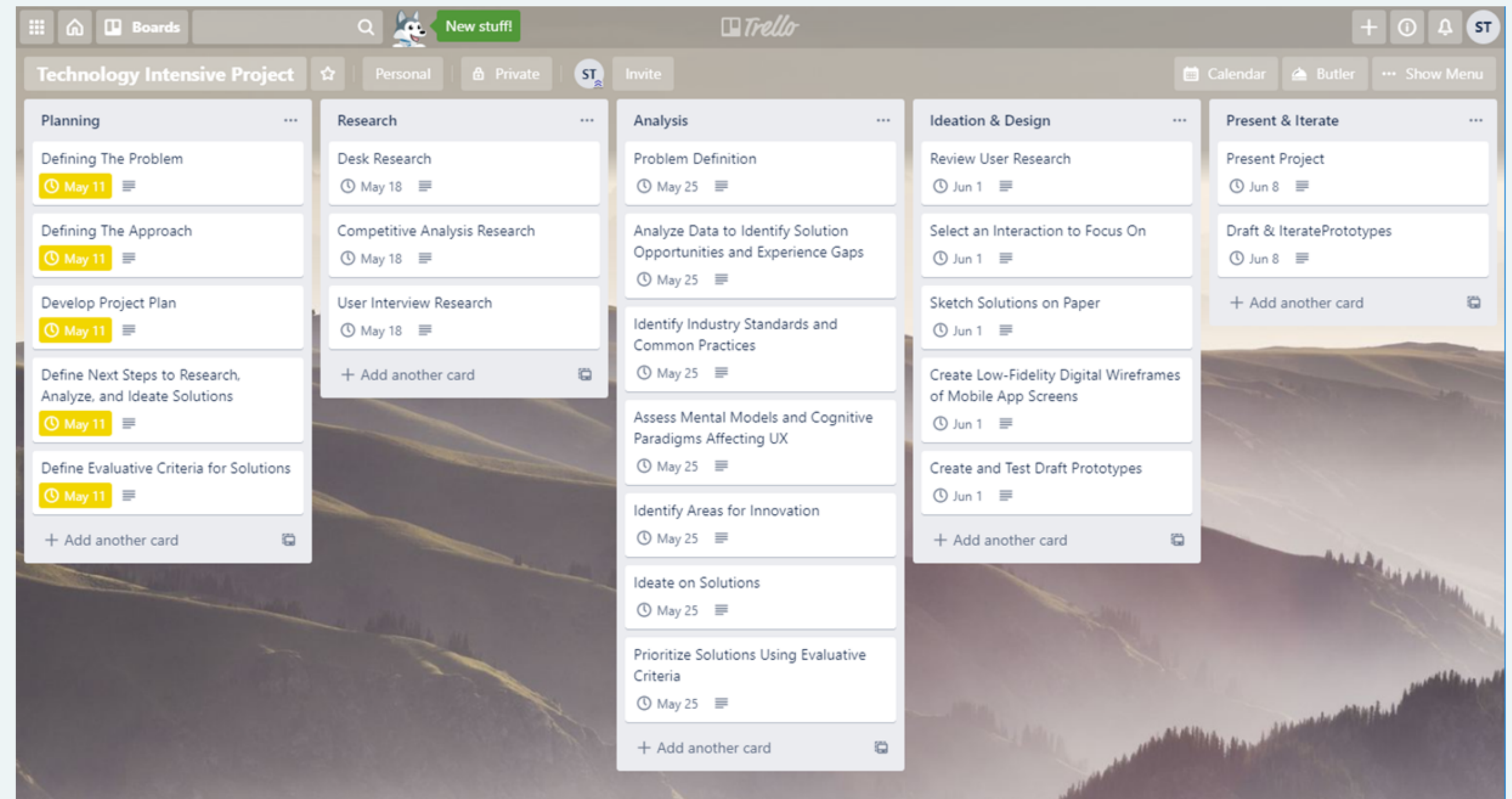
**PROBLEM DEFINITION, SYNTHESIS, & ANALYSIS**

- Data Analysis
- Solution Iteration

**WEEK 4**

**IDEATION & DESIGN**

- Solution Iteration & Low-Fi Wireframing

**WEEK 5**

**SOLUTION DESIGN ITERATION**

- Rapid Prototype Drafts & Iteration



**TOOLSET: PROJECT PLANNING**

- Trello: Timeline & Project Planning
- Zoom: User Interviews
- Google Drive: Desk Research & Preliminary Data Collection

Pick 'N Save Online Groceries:
Addressing Dietary Philosophies

# RESEARCH & USER INTERVIEWS

# Research Methods Overview

## DESK RESEARCH

- Competitive Analysis

- Most common dietary philosophies followed in the United States according to Pew Research Center

## USER INTERVIEWS

- Three remote, voice-recorded interviews of 15-30 minutes

- Exploratory research protocol tailored to the project

- Individuals who semi-regularly use online grocery shopping services

- Sessions conducted May 13th - May 17th

- User journey + mental model mapping

## TOOLS + RESOURCES USED

- Zoom Web Conferencing + Screen Sharing + Session Recording

- Google Drive: Information Collection and Organization

- Google Queries for Desk Research

- Pew Research Center Science & Society

- Adobe XD

- HubSpot Persona Tools

## MOST BENEFICIAL TOOLS

- Zoom Web Conferencing + Screen Sharing + Session Recording

- Pew Research Center Science & Society

Pew Research Center

HubSpot Persona Tools
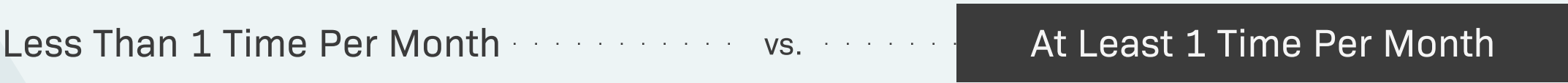
# Core Research Results

*15% of US adults report at least 1 food allergy, and 17% report intolerances. Over 10% of all US adults follow a dietary philosophy, and this segment is even larger for younger generations (18-49). Information provided by the Pew Research Center.*

## Average Results & User Interview Trends

Research results indicate surveyed individuals tend to care most about...

Cost Efficiency · · · · · · vs. · · · · · Brand Familiarity

Research results indicate surveyed individuals' current (amid Covid-19) reliance on grocery delivery services is...

Less Than 1 Time Per Month · · · · · · · · · vs. · · · · · · At Least 1 Time Per Month

Research results indicate surveyed individuals prioritize...

Product Selection / Availability · · · · · · · · · vs. · · · · · · Habit (Brand Loyalty)

Research results indicate surveyed individuals prioritize...

Ease (Less Decision-Making) · · · vs. · · · · · · · Efficiency (Less Time Off-Route)

Likeliness to utilize a stand-alone app to access grocery delivery services (as compared to web browser):

Not Likely · · · · · · · · · vs. · · · · · · · · · · · · Likely

Likeliness to utilize grocery delivery services from a business that is not the individual's primary in-person grocery center:

Not Likely · · · · · · · · · vs. · · · · · · · · · · · · Likely
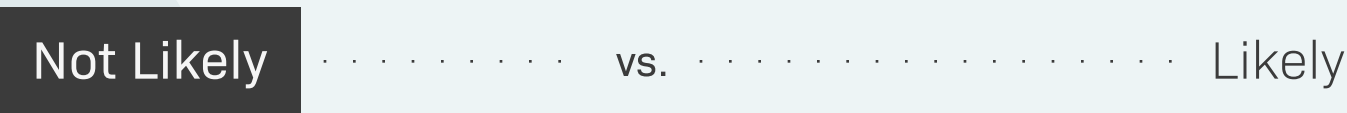
Frequency of engagement with search tools including search bar, filtering, and shopping by category:

Low Frequency · · · · · · · · vs. · · · · · · · · · · High Frequency

### Key Words

Easy

Efficient

Cost

Close (Distance)

Quick

Familiarity

Necessary

# Empathy Building

**HOW EMPATHY WAS TIED IN:**

Building personas and dialing those in alongside user interviews tied in empathy by **exploring the motivations, concerns, frictions points, success criteria, and mental models** real users are bringing to the product experience. By talking directly to consumers, information was gathered surrounding the **user journey** and the process of moving through a grocery shopping application. This was contextualized during the user interviews by a **conversational discussion** delving into the **motivations and desires** users have when engaging with grocery delivery services.

The demonstrated user story and user journey feedback will continue to be honed into a user journey map. This will ensure continued alignment between the product's goals and user motivations by speaking directly to the friction points and success moments real users are experiencing while using the Pick 'N Save grocery delivery service center.

**WHAT RESONATED ABOUT THE TARGET AUDIENCE:**

A couple main points resonated regarding the target audience, particularly concerning the motivations and priorities driving brand loyalty:

- Users are most likely to go with habit or comfort - individuals interviewed prioritized cost, but ultimately choose brands according to familiarity and past experiences. This often includes seeking grocery delivery from the same brick-and-mortar stores users frequent.

- Users often abandon dietary philosophies that are not medically necessary due to the difficulty users have locating specific items suiting the dietary restrictions. Oftentimes, users feel products are hard to find and stores offer little variety.

- Cost is a tangible inhibitor to users seeking diet-specific food items

- 15% of US adults report at least 1 food allergy, and 17% report intolerances

- Over 10% of all US adults follow a dietary philosophy, and this segment is even larger amongst younger generations (18-49 years old)

Pick 'N Save Online Groceries:
Addressing Dietary Philosophies

# ANALYSIS & SYNTHESIS

# Analysis Overview

**ANALYSIS**

The analysis centered on the pain points users encountered while sorting through a search query for items fitting a specific description, such as "gluten-free". Using clustering and **affinity mapping** of the key words, emotional reactions, and **friction points** encountered during user testing, a **customer journey map** was constructed. The **opportunities for design** at each pain point were analyzed so as to **address specific user feedback** and user test frictions.

**DEFINING THE PROBLEM**

The central problem addressed is the **inability to quickly and efficiently** sift through a search query's results according to specific criteria addressing **dietary needs** and philosophies. Users are unable to **filter out allergens** or search by commonly practiced dietary practices including vegetarian, vegan, gluten-free, and more. As a result, users must read the nutrition label information on every item of interest to manually determine whether or not a particular item suits predefined dietary needs.

**TOOLS & RESOURCES USED**

- Google Drive: Information Collection and Organization
- Adobe XD: Customer Journey Mapping

**MOST BENEFICIAL TOOLS & RESOURCES**

- Adobe XD: Customer Journey Mapping

# Customer Journey Map

## NOTABLE PAIN POINTS

- There aren't any ways for me to search for item by category. I also **cannot filter items according to my diet or filter out items I may be looking to avoid due to my allergies**. When I see an item I am interested in, the only way I can review the nutrition facts is by zooming in on the picture of the label.

- Due to corona virus, there are **little to no delivery times available**. When there aren't any times available, there is no way to request a delivery date further in the future or be notified of new times as they free up.

## NOTABLE OPPORTUNITIES

- Allow users to filter items by categories, such as "Dairy Products", matching the aisle categories presented in-store.

- Allow users to filter the results to show (or not show) specific subsets of items including allergens, common diet groupings, etc.

- Add "Tags" to items in the results list that indicate notable traits such as "Gluten-free" or "Vegan" so that users may more quickly grasp which items suit their needs.

- Allow users to schedule automated grocery deliveries on a regular schedule.



Pick 'N Save Online Grocery Services
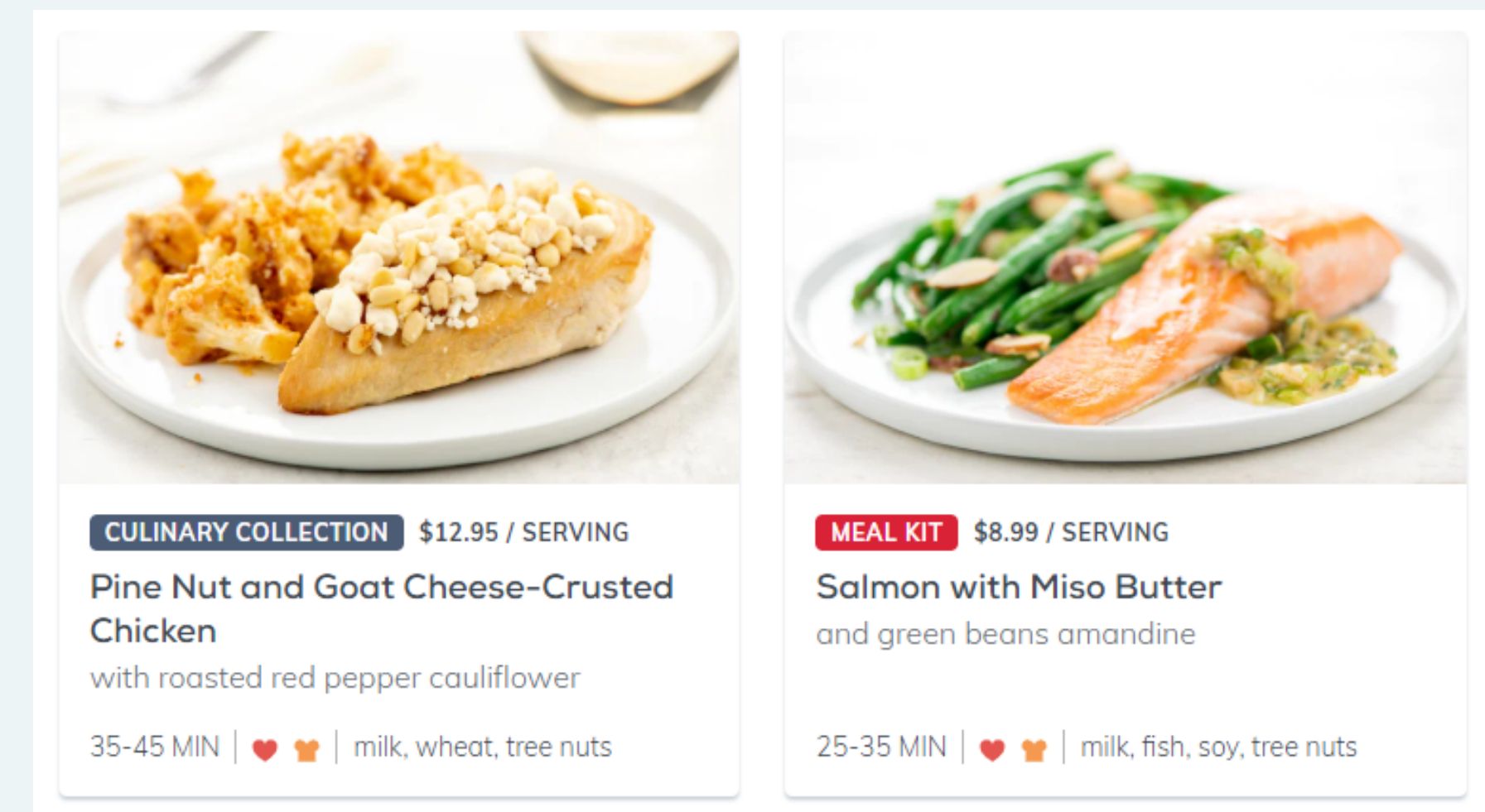Customer Journey Map
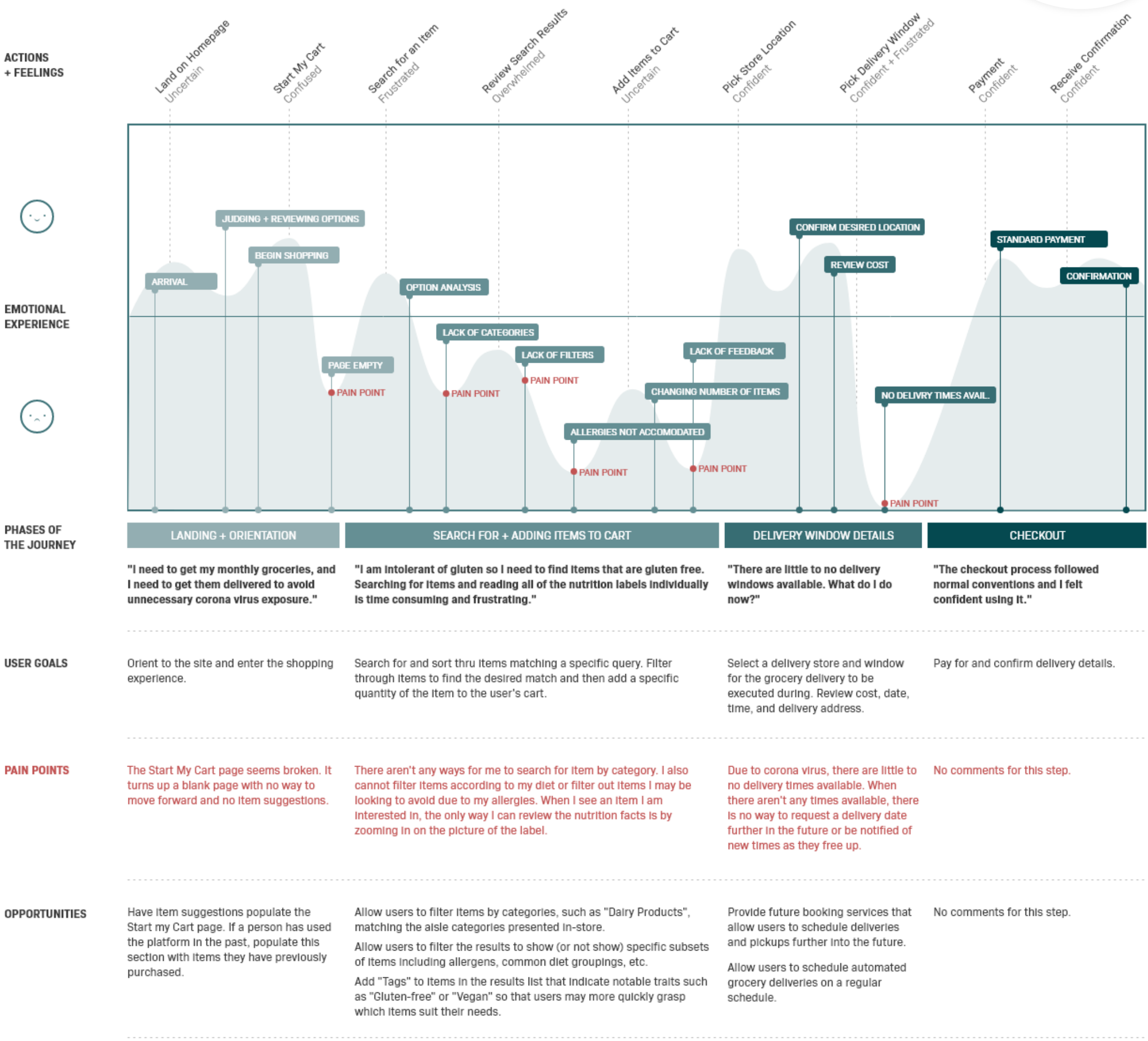
# Impact On Solution Plan

**IMPACT ON ORIGINAL DESIGN PLAN**

The initial design plan aimed to improve the online grocery shopping experience by providing search filters and categories catering to specific dietary philosophies. User research and industry data revealed that while a tangible number of customers have practiced a dietary philosophy of some kind, a greater portion of the population experiences **frustration with shopping according to specific allergy needs**. For users who must avoid particular allergy triggers, finding foods that suit their dietary needs can be painstaking, often involving **manually zooming in on images of nutrition labels** to determine what allergens may be in a product.

As a result, the design plan has shifted from providing filters to narrow down results according to a dietary practice to providing filters that allow users to exclude items containing allergens.

**RESULTING DESIGN CHANGES**

To support customers seeking a grocery service experience that caters to individuals with allergies, the design has been modified. **Initially**, the design aimed to provide **search filters** allowing users to narrow results by dietary practices, such as veganism or vegetarianism. After conducting user interviews and industry research, the design now aims to incorporate **filters intended to rule out foods containing allergens**. Additionally, the design aims to **implement a (hash)tagging system** that calls attention to common attributes of a food item, such as "Gluten Free" or "Nut Free". This will give users **clearer, faster reads** on food items suiting the user's needs. These design goals are best exampled by Home Chef's menu selection tools, wherein common allergens and important information relating to each dish are noted in the brief descriptions:



CULINARY COLLECTION   $12.95 / SERVING
Pine Nut and Goat Cheese-Crusted Chicken
with roasted red pepper cauliflower
35-45 MIN | ♥ 👥 | milk, wheat, tree nuts

MEAL KIT   $8.99 / SERVING
Salmon with Miso Butter
and green beans amandine
25-35 MIN | ♥ 👥 | milk, fish, soy, tree nuts

Pick 'N Save Online Groceries:
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# IDEATION & DESIGN

# Design Problems Addressed

**THE PROBLEM**

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A solution will be centered around **augmenting the filtering functionality** to include filtering in food according to dietary preferences as well as filtering out food according to allergens. Additionally, a **system of tags and badges** will be incorporated to provide faster visual reads on items that meet those dietary preferences or restrictions.

**THE APPROACH**

The design iteration process started with pen & paper sketches of various approaches to information architecture, filtering systems, shape language, and visual ques. These rapidly iterative sketches were created with the existing site's information architecture and existing navigational system in mind. After reviewing sketches, a direction was chosen that provided clear visual reads, largely aligned with the existing site, and followed industry standards for information communication in online grocery shopping. Next, this sketch was concepted in mid-level wireframes in Adobe XD, and adjusted as necessary.
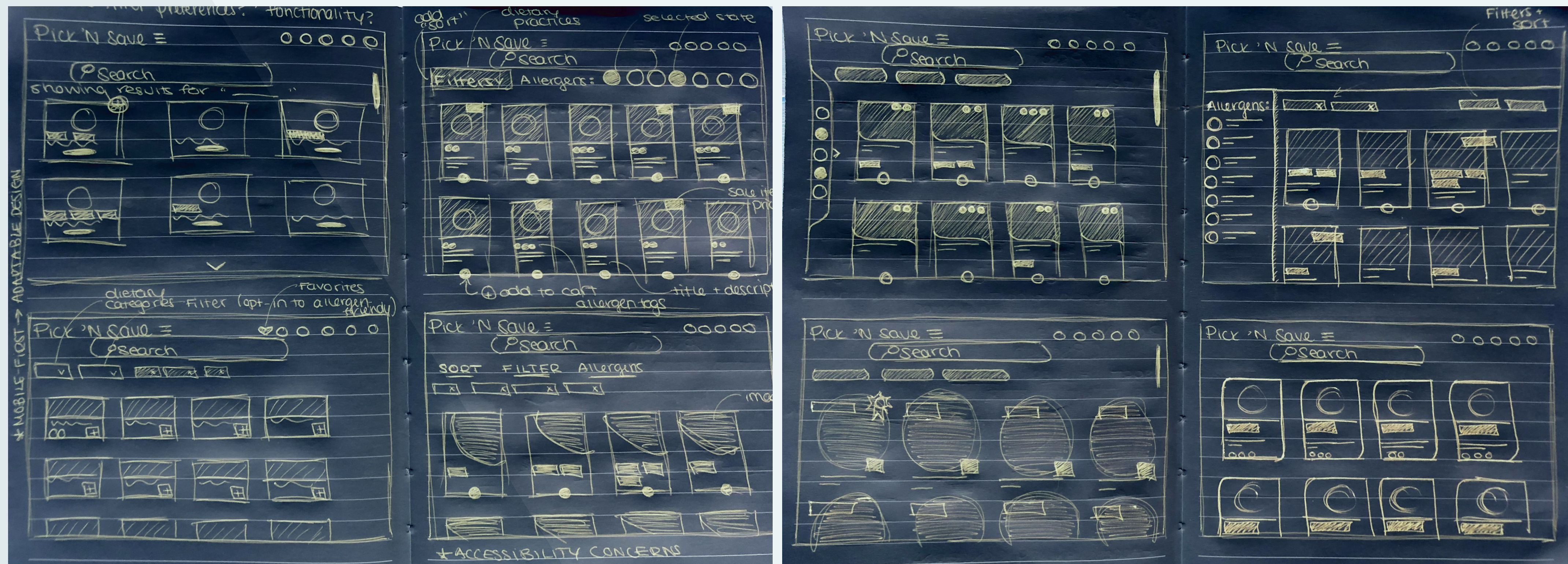
| PRELIMINARY DESIGN IDEATION | > | PEN & PAPER SKETCHES AND ITERATION | > | SKETCH REVIEW & FEASIBILITY ANALYSIS | > | CONCEPT WIREFRAMING | > | CONCEPT ITERATION |

# Design Sketches
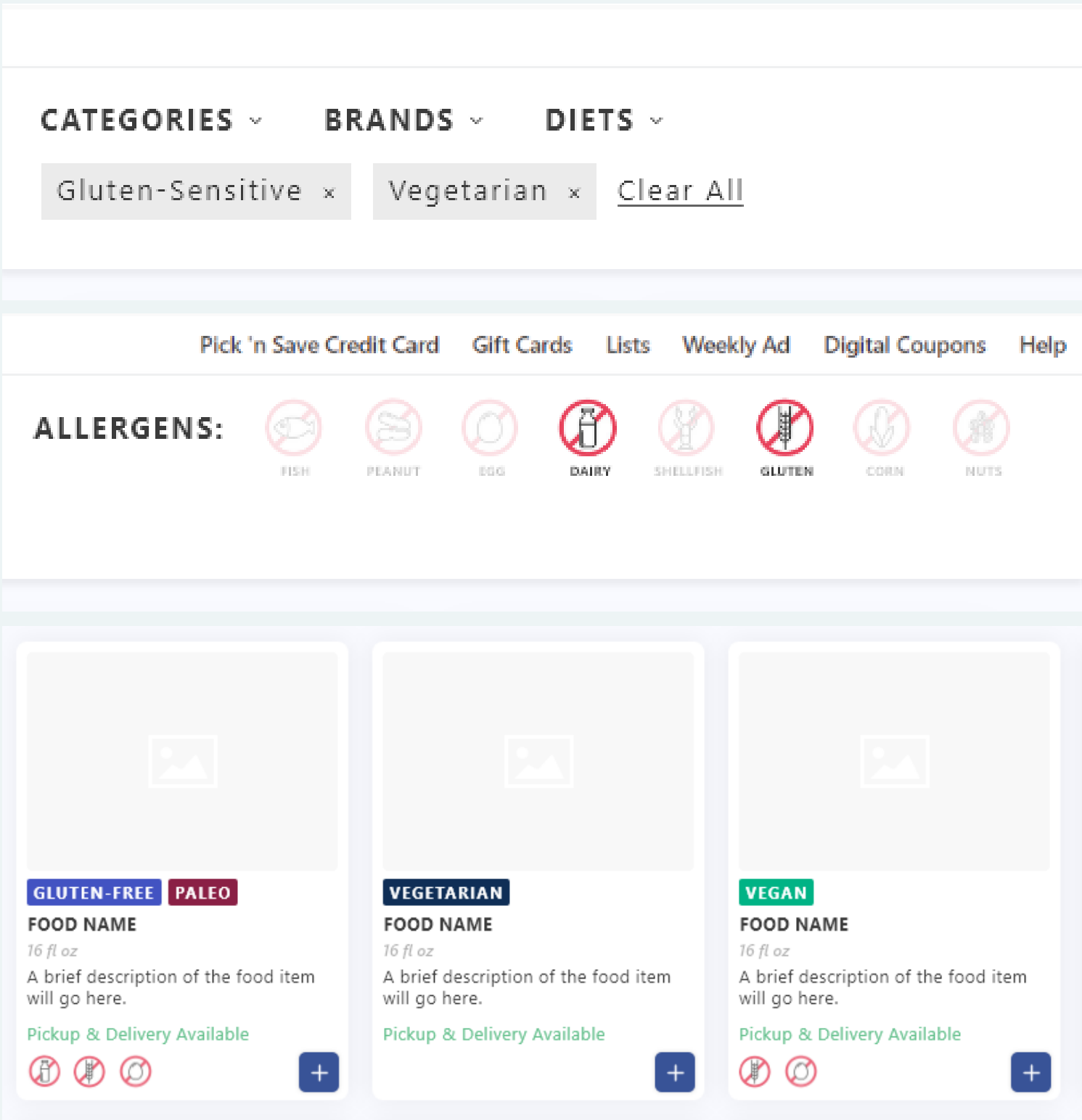
## SOLUTION GOALS

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## INTENTION

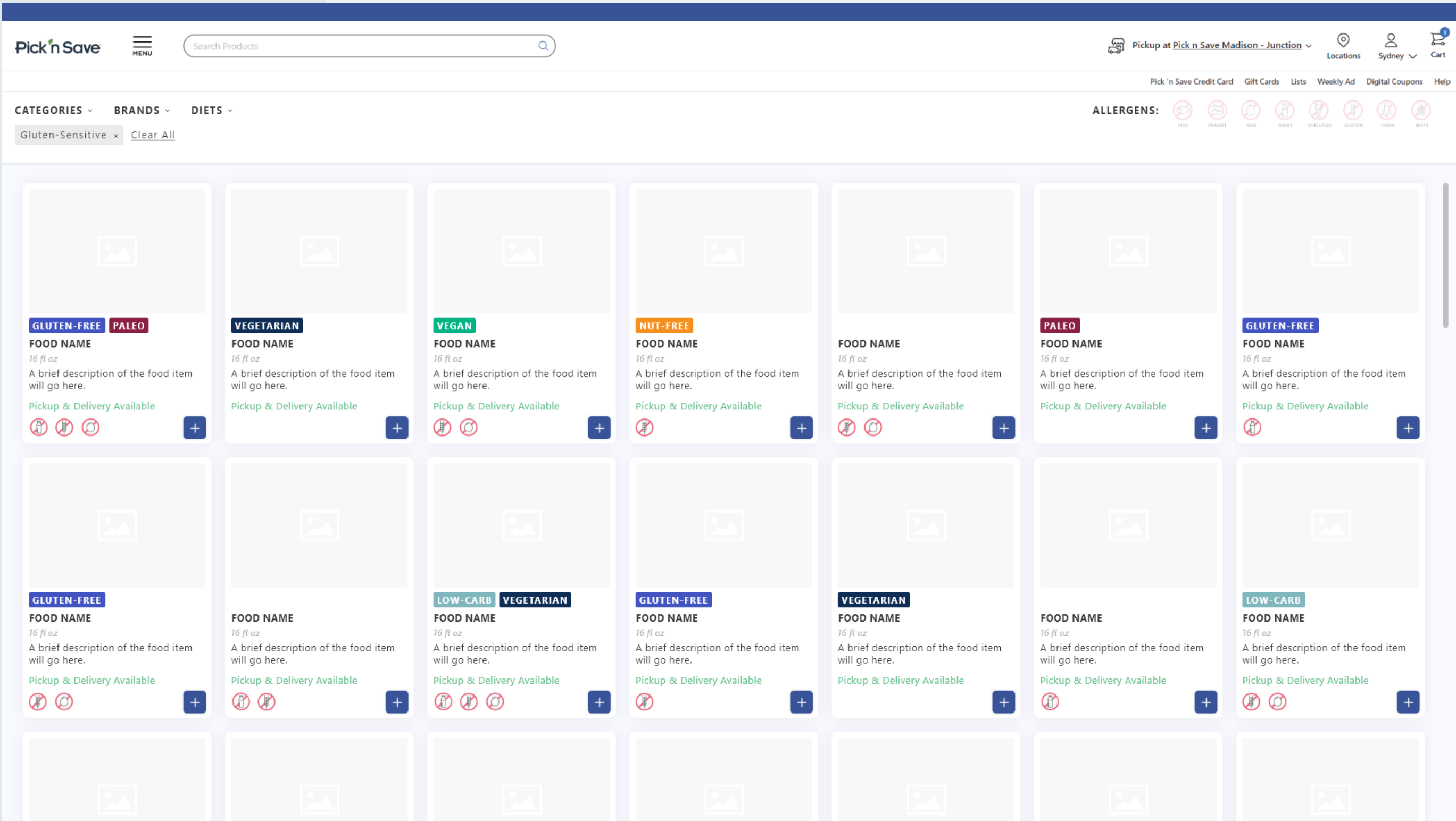Iterative sketches were created with pen & paper to explore a **myriad of approaches** to the solution's goals.

# Wireframe Concept

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Iterative wireframes were created in Adobe XD to explore a chosen design direction and illustrate a solution concept. This wireframing stage focuses on **establishing a shape language, color language, and an information architecture** that are aligned with the existing site as well as comparable online shopping experiences.
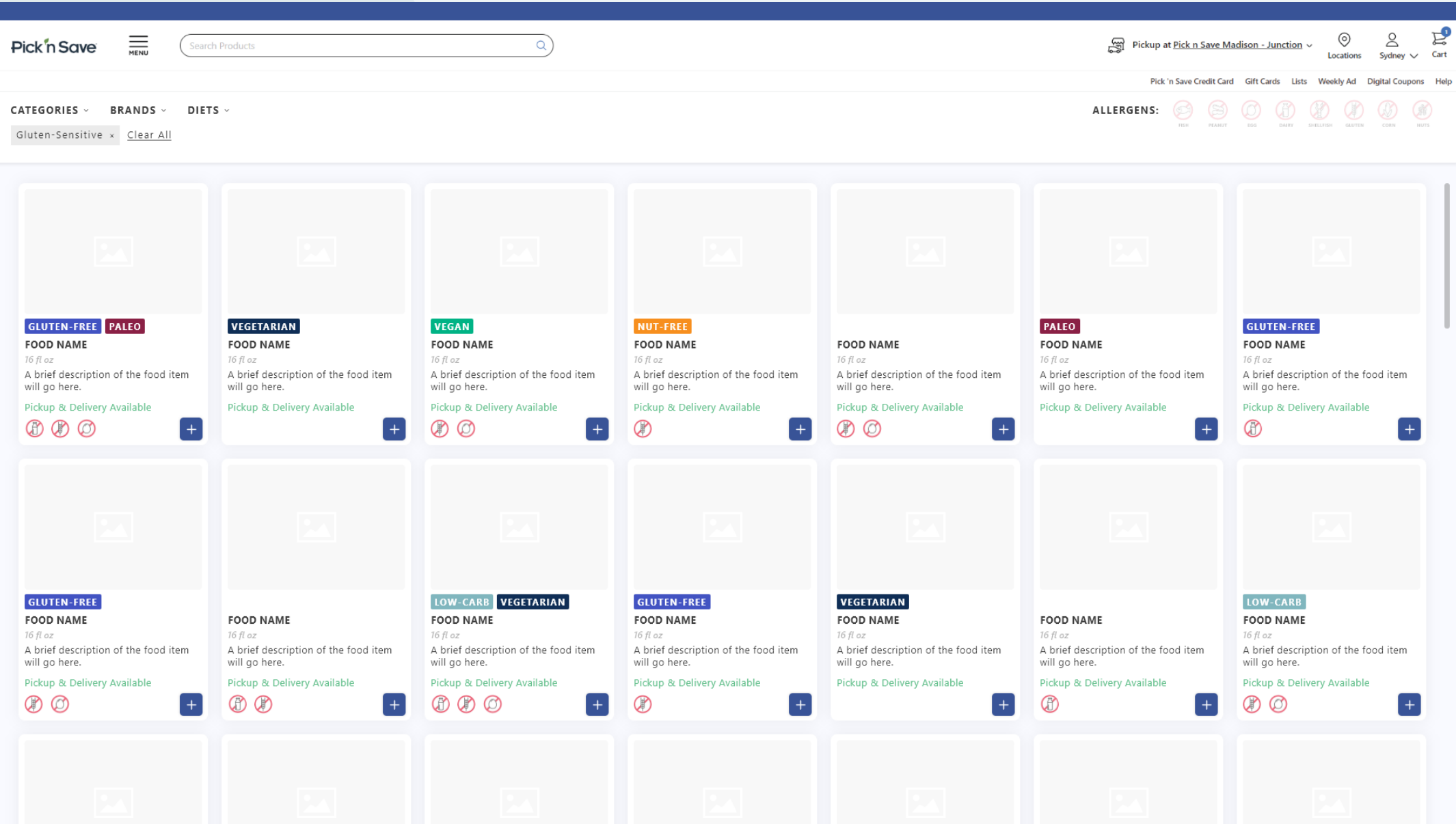
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Search results, with a gluten-sensitive filter applied, indicating important tags and allergen warnings associated with products
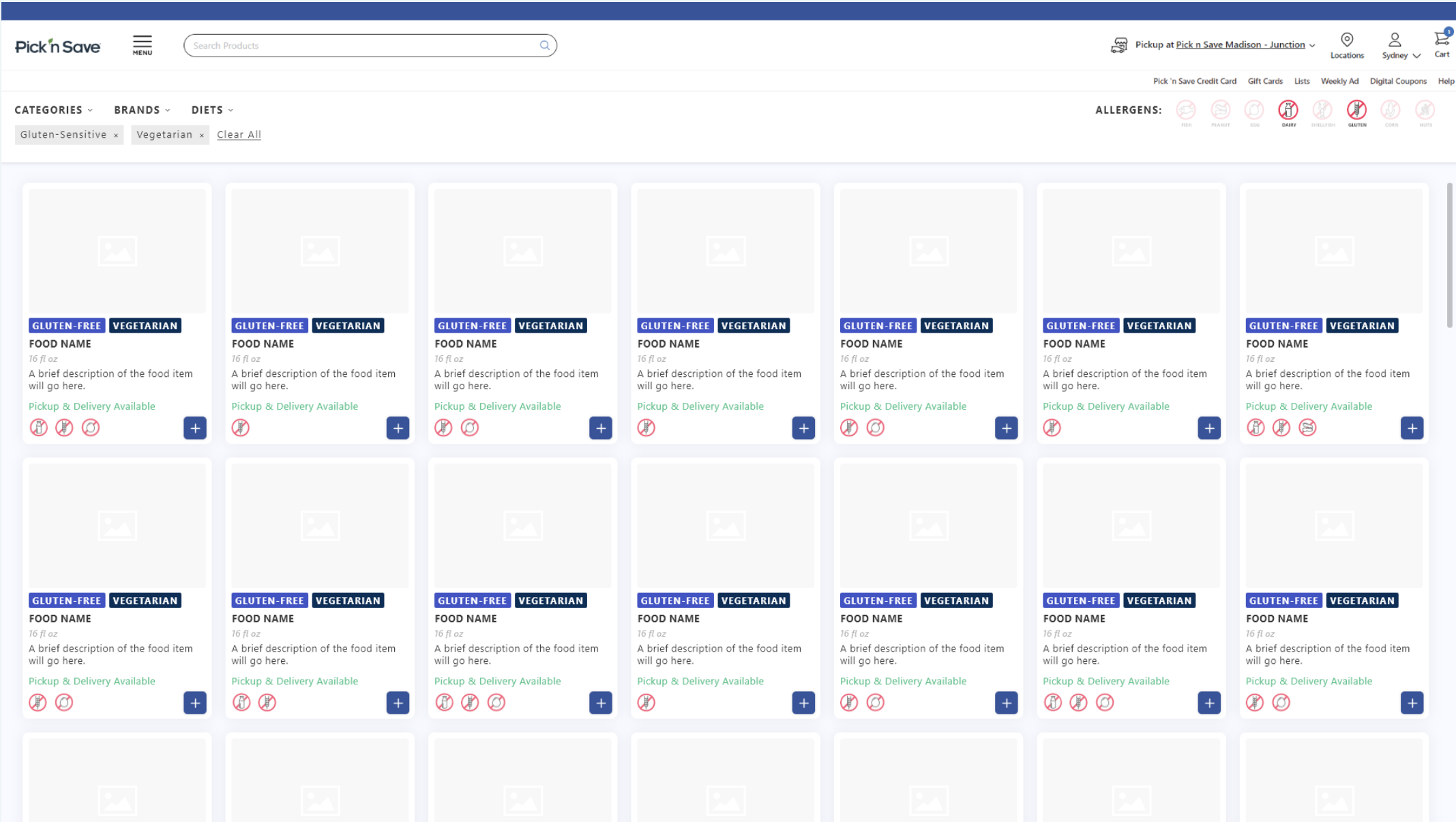
Search results with a gluten-sensitive filter and vegetarian filter applied, as well as the dairy and gluten allergen filters enabled

# THANK YOU!

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